

Department of Community and Economic Development

Economic Development Committee Meeting

December 6, 2004

4:00 p.m.

4th Floor Conference Room 4A

City Hall

777 B Street

Hayward, CA 94541-5007

A G E N D A

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

- 1. Call to Order**
- 2. Approval of Minutes (November 1, 2004)**
- 3. Economic Development Activities Update for October**
- 4. Marketing the City of Hayward**
- 5. Committee Member Announcements**
- 6. Adjournment**



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Katy Ramirez at 510/583-4250 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.

**ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING**

Minutes

NOVEMBER 1, 2004

CALL TO ORDER: Chair Mullins called the meeting to order at 4:10 p.m.

ATTENDANCE:

Committee Member	Present 11/01/04	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Timothy Barrow	✓	4		4	
Mayor Cooper	✓	4		4	
Council Member Ward	no	2	2	2	2
Council Member Dowling	✓	4		4	
Joyce Jaquith	no	2	2	2	2
Ed Mullins (Chair)	✓	4		4	
Joel Peña (Vice Chair)	✓	4		4	
Lisa Ringer	✓	2	2	2	2
Kenneth Gibson	✓	4		4	

OTHERS ATTENDING: Jesús Armas, City Manager
Sylvia Ehrenthal, Director of Community & Economic Development
Sally Porfido, Economic Development Specialist
Scott Raty, President & CEO Hayward Chamber of Commerce
Francisco Zermeno, President, Latino Business Roundtable
Samuel Fuenzalida, Vice President, Latino Business Roundtable

PUBLIC COMMENT: None

APPROVAL OF MINUTES: The minutes of October 4, 2004 were approved.

ECONOMIC DEVELOPMENT ACTIVITIES UPDATE FOR OCTOBER:

Staff provided site assistance to Mr. Richard Tanaka who is starting up a bio-tech company dealing with small molecules for pharmaceuticals. He needs 1,000 sq. ft. of office space and has found a suitable site at Southland Office Building. They plan to use the office space while they are raising funds to build a lab.

Staff spoke to 11 potential small business loan applicants referring them to appropriate resources within the SBA, SCORE counseling, East Bay Small Business Development Center, etc.
Staff met with Steve Banks and Gary Marshall of the U.S. Small Business Administration to

review their current loan programs and training assistance opportunities available to the small business community. Also, Sally Porfido was put on a mailing list to receive updated class information. This information will be used to assist Hayward businesses as needed.

HAYWARD CHAMBER OF COMMERCE – LATINO BUSINESS ROUNDTABLE:

Mr. Raty introduced Mr. Francisco Zermeno, President and Mr. Samuel Fuenzalida, Vice President of the Latino Business Roundtable. Mr. Zermeno is founder of the Latino Business Roundtable that encourages Latino owned businesses to network and become involved in the Hayward community. The Latino Business Roundtable provides

- access to networking
- representation at all levels of government
- economic development through business promotion
- information on Hayward demographics
- solutions to community challenges

They meet the fourth Friday of the month, from 8:30 am to 9:45 am, at various Latino owned businesses. Their goal is to meet with every Latino owned business in Hayward and get them involved with networking and the community.

One of their goals is to act as a bridge between the Hispanic community and the City of Hayward services to make them understandable to the Hispanic business community. Mr. Zermeno and Mr. Fuenzalida suggest having the City's public information literature translated into Spanish to enable the Latino business owners to understand what the City's requires. They are offering translation services to assist in making City's publications available in Spanish.

They also suggested the use of a computer to provide non-English speaking Latinos the ability to see a picture of what is acceptable or not acceptable to the City. An example would be pictures of acceptable signs, paint colors, design of buildings, etc.

Mayor Cooper and Mr. Dowling expressed support for translating publications, noting that Hayward is comprised of 30 to 40% Latino citizens and stressing how important it is to translate as many of our City forms in Spanish as possible.

Mr. Pena suggested EDC Committee members attend Latino Business Roundtable events and be open to some of their suggestions. He noted that the spillover effects are good when you get people to convene.

Due to the upcoming holidays, the next two meetings of the Latino Business Roundtable will be Friday, November 12 and Friday, December 10, 2004 at Shakers, 214 W. Winton Avenue, Hayward from 8:30 – 9:45 am.

COMMITTEE MEMBER ANNOUNCEMENTS:

None

ADJOURNMENT: Meeting was adjourned at 5:10 p.m.